

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

**Subir E. Gupta**

Serial No.: 10/024,526

Filed: December 21, 2001

For: SALES OPTIMIZATION

Atty. Docket No.: 005222.00117

Group Art Unit: 3623

Examiner: Meinecke Diaz,  
Susanna M.

Confirmation No.: 2157

**AMENDMENT**

Mail Stop **RCE**  
U.S. Patent and Trademark Office  
Customer Service Window  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Sir:

In response to the final Office Action mailed July 28, 2006, please amend the instant application as follows:

**Amendments to the Claims** are reflected in the Listing of the Claims, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.

If any fees are required or if an overpayment is made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly.